

What is claimed is:

1. A liquid crystal display device including a first substrate and a second substrate opposed to each other with a liquid crystal layer interposed in between, and forming a plurality of pixels between the first substrate and second substrate, in which each of the pixels includes a reflective portion for reflecting ambient light according to a video signal and a transmissive portion for transmitting back light source light according to the video signal, and the reflective portion and the transmissive portion are located adjacently to each other in one direction at each of the pixels, the liquid crystal display device comprising;

a color filter corresponding to each of the pixels and a black matrix as a light shield member that are formed on the second substrate, the black matrix extending in the one direction at each of the pixels and formed so as to be opposed to side portions located on both sides of the reflective portion and the transmissive portion,

wherein a width of portions of the black matrix that are opposed to the side portions located on both sides of the transmissive portion being greater than a width of portions of the black matrix that are opposed to the side portions located on both sides of the reflective portion.

2. The liquid crystal display device according to claim 1, wherein a difference between the width of the portions of

the black matrix that are opposed to the side portions located on both sides of the transmissive portion and the width of the portions of the black matrix that are opposed to the side portions located on both sides of the reflective portion is in a range of 1 to 12 μm .

3. The liquid crystal display device according to claim 1, wherein the liquid crystal layer is made of a liquid crystal material having positive dielectric constant anisotropy, and wherein a quarter-wave plate, a half-wave plate, and a polarizing plate are disposed on an outer surface of each of the first substrate and the second substrate.

4. The liquid crystal display device according to claim 1, wherein the reflective portion has an asperity structure and hence is light-diffusive.